



# Office of Economic Development 2021-22 Strategic Plan

May 25, 2021

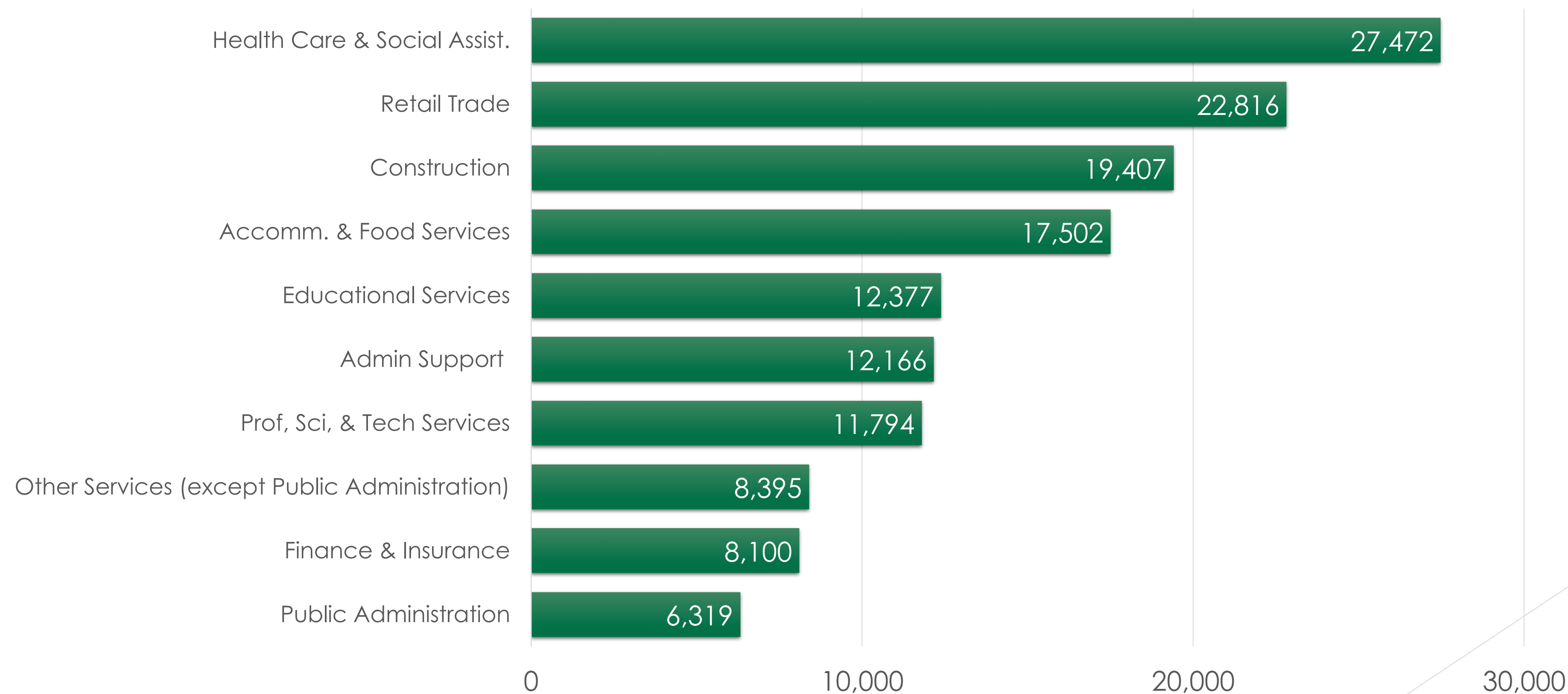
# Unemployment Related to Forced Closures Due to COVID-19

- Placer County experienced a low unemployment rate of 2.8% in November 2019; spiking to a high of 13.3% in April 2020; with an encouraging decline to **5.5% in March 2021** (one of the lowest in the state!)
- For the Sacramento-Roseville-Arden Metropolitan Statistical Area (MSA) (which includes El Dorado, Placer, Sacramento and Yolo Counties) between March 2020 and March 2021, total jobs in the region decreased by 56,000 or 5.4 percent.
- Leisure and Hospitality continues to lead year-over declines for the region, down by **42.5% since March of 2020**, shedding 31,200 jobs.

# Employment Data

As of Q2 2020, Placer County employment totaled 180,960

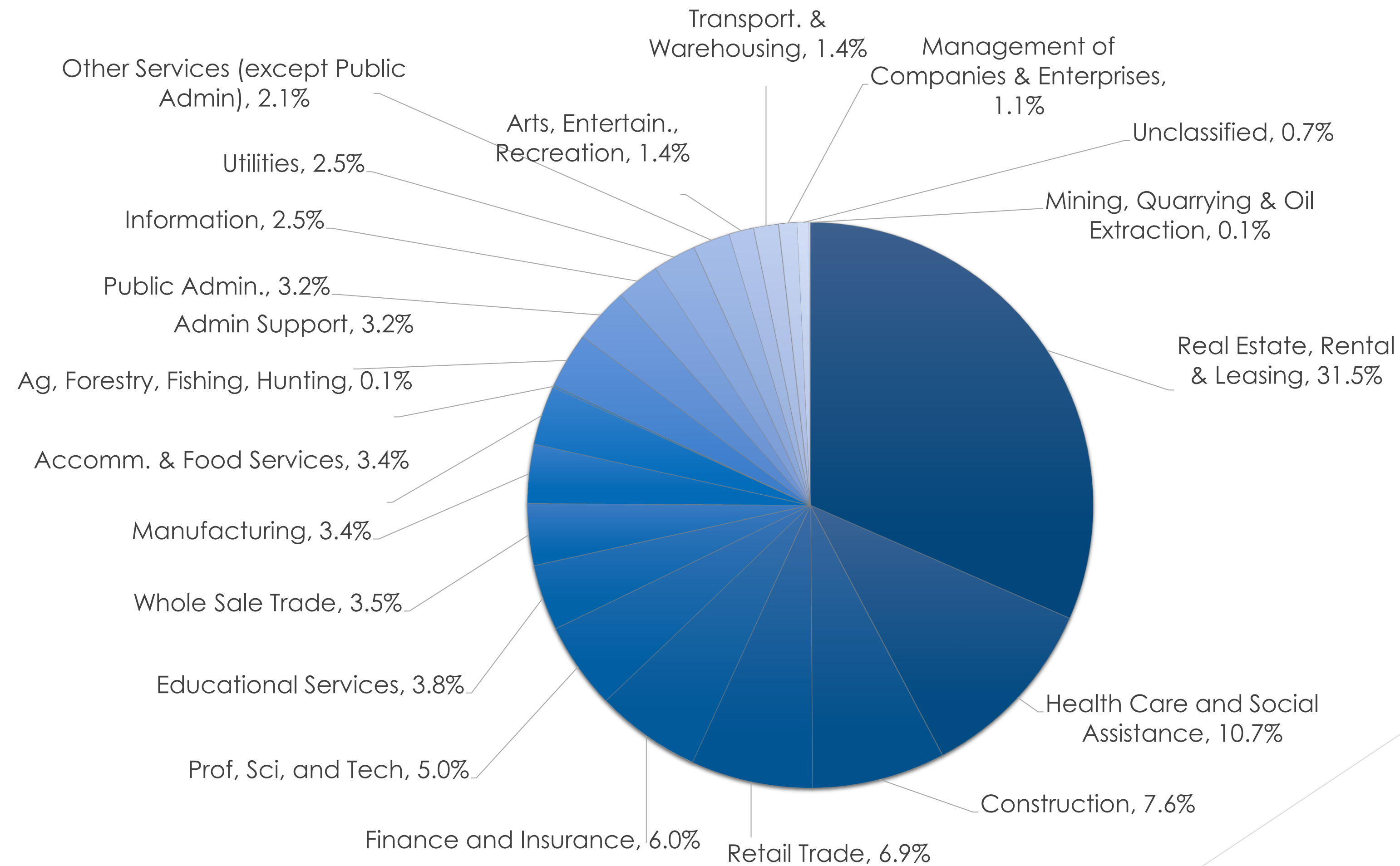
Top 10 Sectors by Employment



Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages

# GDP Data

As of 2019, Placer County GDP totaled \$28,348,136,000



# Business Retention & Expansion

This Placer County Economic Development Board-sponsored project is the **first of its kind** in Placer County. Primary Parts of the Program are:

- ✓ **Evaluate** past / present / future BR&E work by cities and business organizations
- ✓ **Engage** program partners countywide
- ✓ **Survey** businesses and organizations
- ✓ **Analyze** survey results
- **Report** findings
- **Adopt** program and procedures for ongoing BR&E work in Placer County



# Business Retention & Expansion



Survey launched March 22 & closed April 30

Of the 5,400 businesses that received the survey, over 700 businesses (13%) responded. Early results include the following:

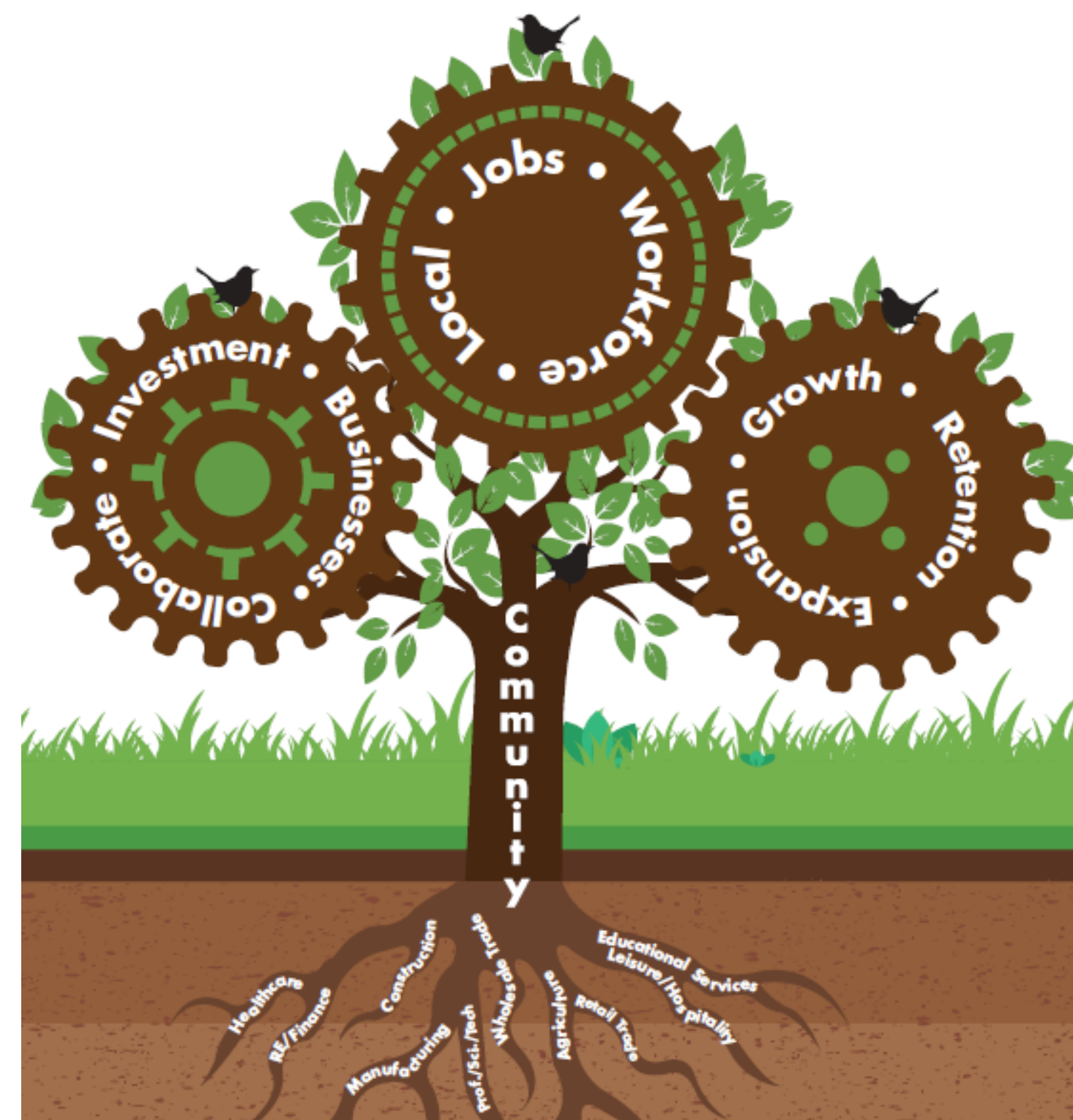
- Top three reasons reported for locating their business in Placer County are **Safety of community**, **Market opportunity/demand**, and **Community pride**
- 70% have been in business more than 7 years
- 73% are small businesses with fewer than 10 employees
- 76% are owned by women, minorities, or veterans
- 97% are locally owned and operated

# Business Retention & Expansion

## PARTNERS



Collaboration at it's best!





# Placer Business Resource Center



- ✓ A central source for assistance in starting, managing, and growing a business in Placer County, offering:
  - Business Workshops
  - One-on-One Advising
  - Regulatory Guidance
  - Workforce Development
  
- ✓ Services are provided to businesses of all size and at every stage of the business cycle. Services are free or low-cost.



# Placer Business Resource Center



- ▶ 170+ **workshops** hosted with 1,715 attendees
- ▶ 4,200 hours provided of **one-on-one advising**
- ▶ 105 clients received **permit assistance**
- ▶ 50+ **hiring events** assisting 1,026 job seekers
- ▶ 166 **new jobs** created
- ▶ 29 **new businesses** opened
- ▶ 39 existing businesses purchased
- ▶ Over \$10 million lent to the community
- ▶ 3,200+ total clients served

# Placer Business Resource Center



## COVID-19 pandemic:

- BRC provided support to local businesses through the Business Call Center and information line
- Began offering virtual courses, advising, permit guidance, and hiring assistance



## Business Creator Series Launched!

- 225 participants registered
- 127 attended majority of the classes
- 59 attended all 12 workshops over 6 weeks
- 44 (75%) launched a business – completed a sale/service and/or started promoting business as open



# Diversified Business Attraction

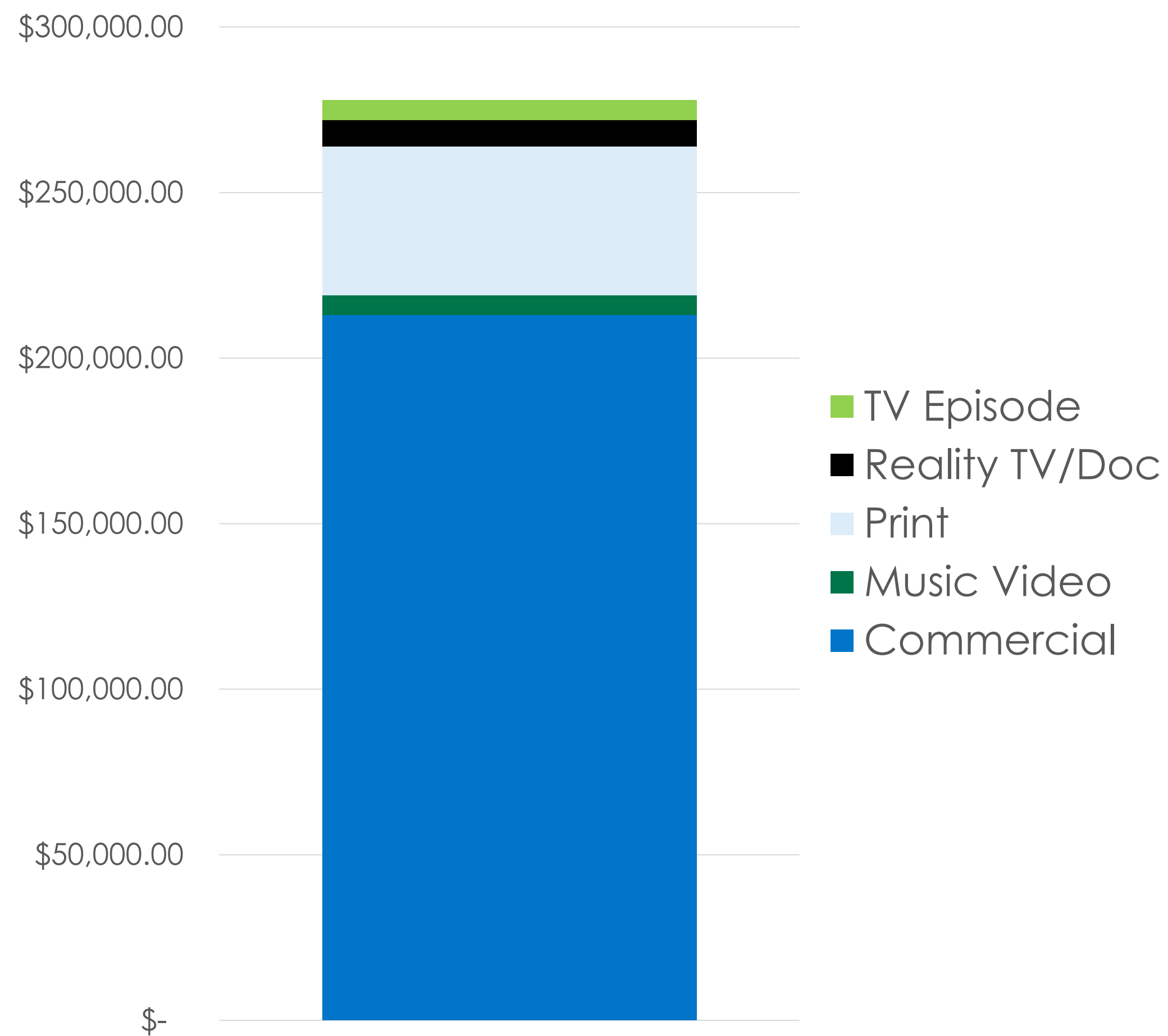
Business attraction complements business retention and expansion by focusing on strategic opportunities with the highest benefit to the county's existing businesses and residents.



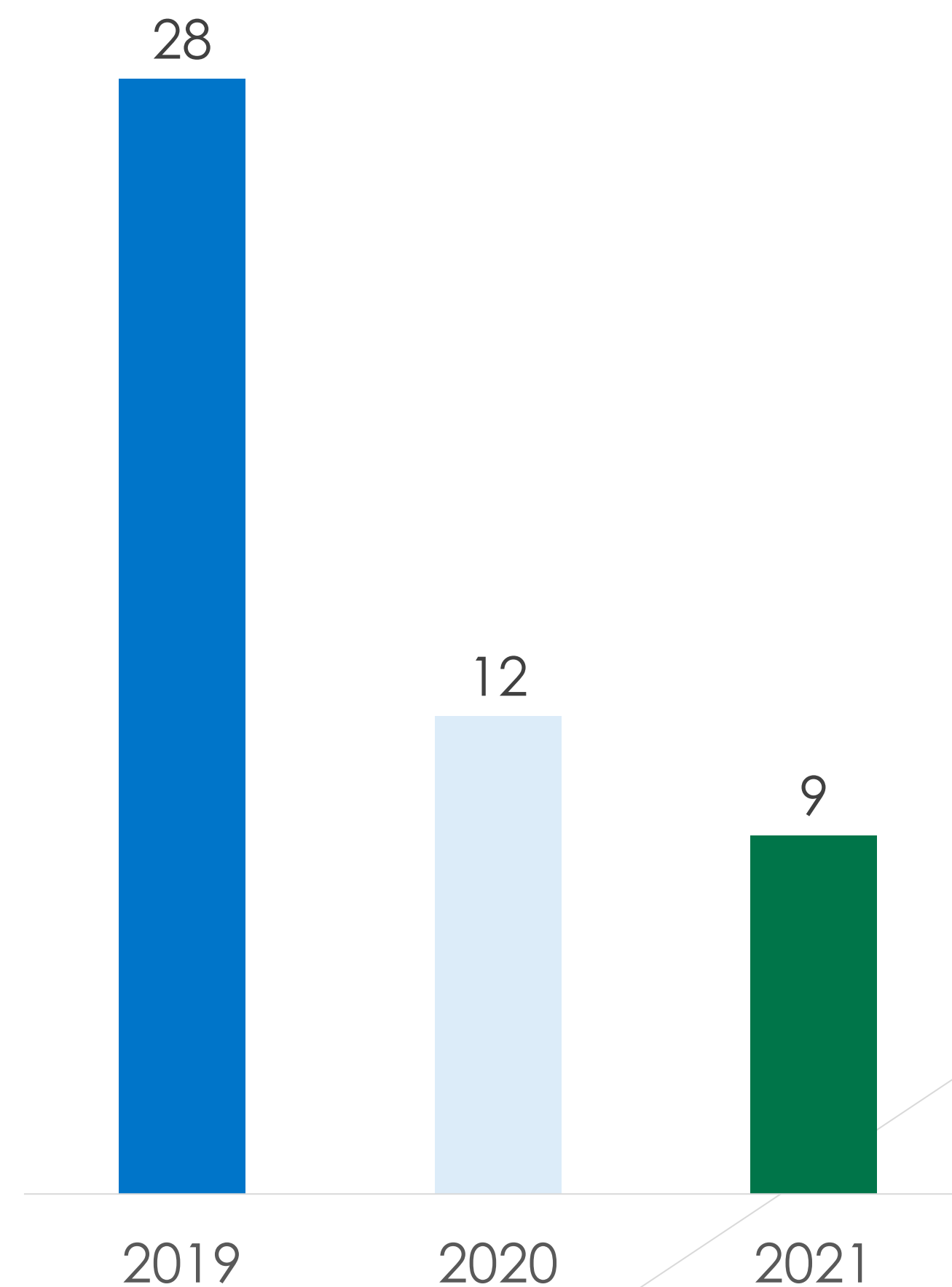


# Placer County Film Office

Film Office Permits  
2021 Economic Impact  
(as of 4/22/21)



Film Permits Issued  
2019-2021  
(as of 4/22/21)

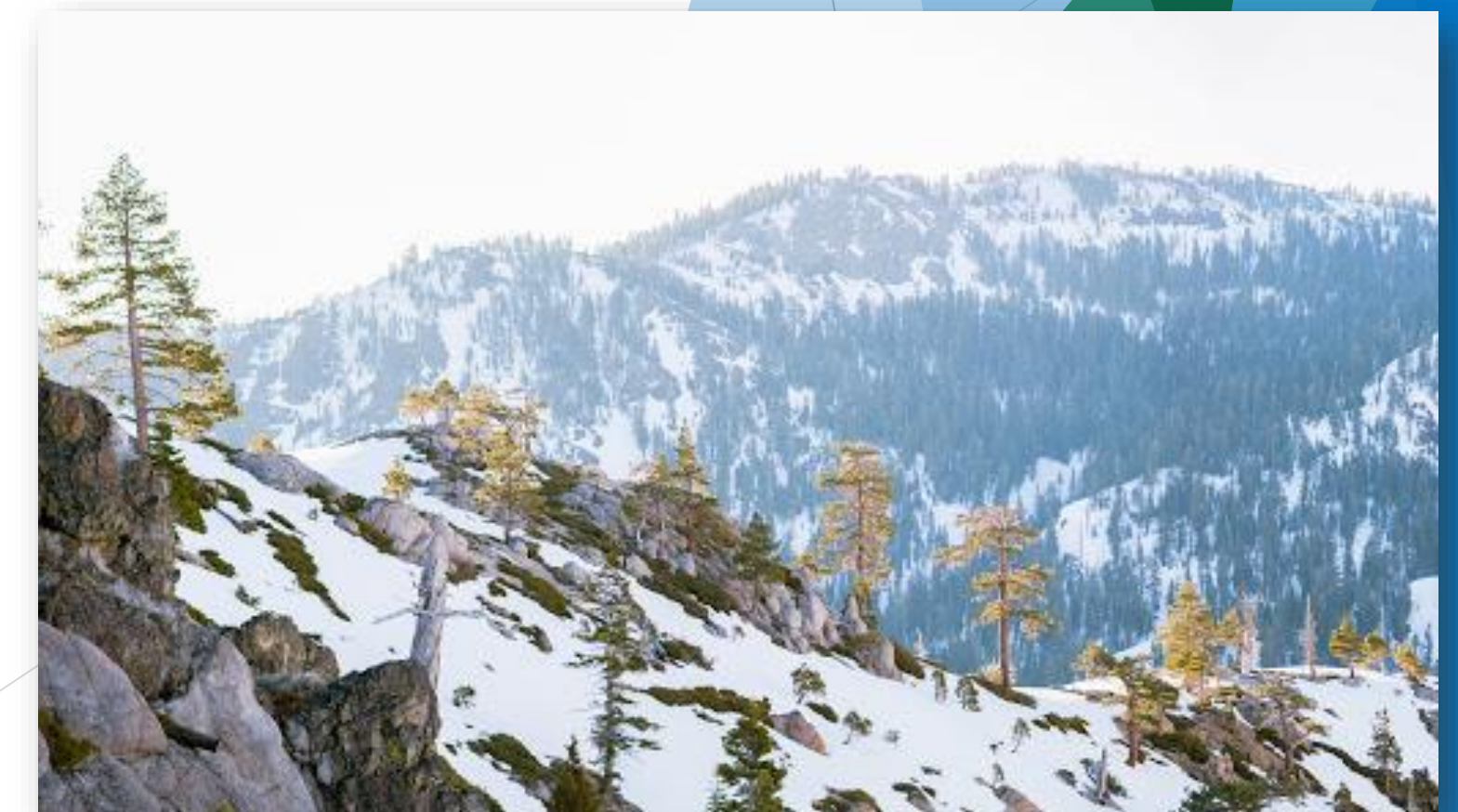




# Placer County Film Office



- ✓ Commercial filmed at locations in Foresthill and Olympic Valley in April 2021
- ✓ Estimated economic impact of \$210,000
- ✓ 172 room nights generated over \$2,000 in TOT revenue





# Workforce Development

Position Placer  
County to attract  
a high-quality  
labor force





# Marketing and Promotion

*Enhance Placer County's Brand  
Image and Promote the County as a  
Competitive Business Location.*

## Permitting and Regulatory Assistance

Understanding and navigating the world of zoning and building requirements can sometimes be confusing! The Placer Business Resource Center will work with you to identify and help address any specific regulatory issues that you need to be aware of, including:

- Business License Info
- Business Registration Requirements
- Zoning and Land Use Info and Assistance
- Building Permit Process Overview



1000 Sunset Blvd. Suite 105  
Rocklin, CA 95765  
916.770.8380  
[placer.ca.gov/brc](http://placer.ca.gov/brc)  
[brcinfo@placer.ca.gov](mailto:brcinfo@placer.ca.gov)

Business Workshops  
One-on-One Advising  
Permit Information  
Hiring Assistance

**Placer**  
BUSINESS RESOURCE CENTER  
Plan. Launch. Manage. Grow.